



Volume 1, Issue 1

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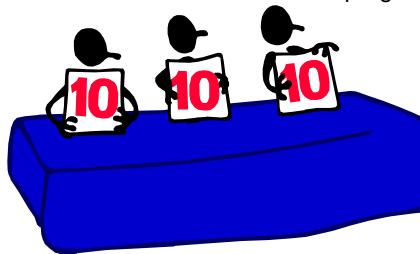
Frequently Asked Questions

Tips for Better Employee Commute Reduction Programs

How to start?

Marie Ellingson, AQMD

What makes a successful Employee Commute Reduction Program (ECRP)? How do you develop that "perfect" program that will be approved by the AQMD? The following tips will help lay the foundation for a successful program.



1. Management Support and Commitment

Let's start at the top! It is very important for the employer to accept the overall goals of implementing an employee commute reduction program. The obvious benefits to the employer would be compliance with AQMD's Rule 2202; decreased traffic congestion; improved air quality; and studies show employees tend to arrive on time and refreshed when ridesharing.

It is critical that management support the efforts being made to implement the program at the worksite. Necessary elements include personal support; resources and funding necessary to implement the program, as well as personal participation in the program!

2. Employee Transportation Coordinator (ETC)

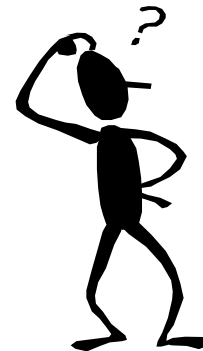
No, that doesn't mean etceteras! It's your new job title! Part of Management Support calls for designation of an ETC

who can allocate the time necessary to implement and monitor the program. This individual should have excellent people skills, as well as the ability to handle several responsibilities



simultaneously.

The ETCs must attend an initial training course certified by the AQMD to educate them on the air quality benefits of implementing an employee commute reduction program, as well as detailed steps in putting together an approvable program.



3. Get Organized

Once the ETC has received the necessary training, the program can begin! Excited and anxious to start - but where? The first step is to review any previous program submittals. Determine what program the worksite has implemented in the past. Find out when and what type of program is due next. Review the last approved program and determine if it has been implemented as written. Determine if there is a need for revisions, deletions, or additions. The Transportation Specialists at AQMD can

be very helpful during this step. Call the Transportation Specialist assigned to your area, and introduce yourself!

4. Conduct the Annual Employee Commute Survey

And you were thinking this program is easy! Actually it is if you have been following all the steps. A survey is required to be taken at the worksite each year to determine the employees' commute pattern. AQMD provides the approved survey instrument to be used. The employer may wish to engage the services of an outside consultant, Transportation Management Association, or the Regional Ridesharing Agency, all of which have acceptable survey methods.

It is important to strive for a 90% or



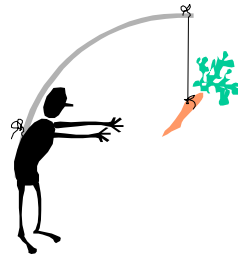
better response rate to the survey. Attaining a higher return usually produces a higher *Average Vehicle Ridership (AVR)*. Drum roll please....Now Calculate The AVR.

5. Develop Program to Increase AVR

Each worksite has a specific AVR target to achieve. Once the ETC has determined what the current AVR is, from processing the surveys, then it is easy to begin designing strategies that are likely to achieve the desired AVR target.

- Begin by identifying the existing resources at each location. Many employers already have a product or service that could be combined with or linked to the rideshare program as an incentive in participating.

- Identify worksite characteristics and the local demographics involved which will enable/disable the use of alternate transportation modes.
- Develop adequate



incentives/strategies that are relative to the employee base and the gap in the AVR target.

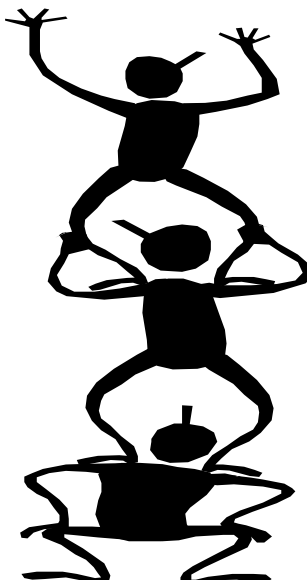
- Involve the employees; solicit their input regarding the proposed incentives.

6. Communicate the Message!

It will be fun to develop a slogan or marketing campaign relevant to your type of business or product. Begin by marketing the program to the employees and co-workers. Establish an employee committee or network. And of course, always go back to the top and keep management informed and involved in the program.

Congratulations!

On gaining the *support* you need for a successful program!



ETC Training Schedule

The certification class to become an ETC (that's you) is conducted on a monthly basis by the AQMD staff. This training will certify individuals to develop and implement Rule 2202 Employee Commute Reduction Programs. To register call (909) 396-3271.

Sept. 7-8, 2000	Orange County
Sept. 26-27, 2000	Diamond Bar
Oct. 11-12, 2000	El Segundo
Nov. 1-2, 2000	Diamond Bar
Dec. 6-7, 2000	Orange County
January 2001	TBA
February 2001	TBA

Rule 2202 Information Session

In addition to the ETC certification training, AQMD conducts quarterly information sessions on Rule 2202. Your attendance to these sessions is voluntary, and no registration is needed.

Who's Who At AQMD?

Barry Wallerstein, Executive Officer

Lupe Valdez, Deputy Executive Officer, Public Affairs and Transportation Programs

Carol Gomez, Manager, Transportation Programs (909) 396-3264

Antonio Thomas, Senior Transportation Specialist (909) 396-3285

George Wright, Rule 2202 Compliance Supervisor (909) 396-3005

Roosevelt Brown, Rule 2202 Technical Evaluator (909) 396-3316

Jeanie Stockwell, Rule 2202 Technical Evaluator (909) 396-3292

Sandra Learman, Rule 2202 Technical Evaluator (909) 396-3303

Marie Ellington, Rule 2202 ETC Training (909) 396-3297

Frequently Asked Questions (today)

Do I have to achieve my AVR Target?

The program that is submitted to AQMD is expected to achieve the AVR target. However, the employer is not penalized if the goal is not achieved.

(con't)

Are financial incentives required in an Employee Commute Reduction Program?

No. All incentives should be designed to be specific to the worksite, and the AVR goal to be achieved, whatever that takes.

Do the forms have to be typed?

Not if you don't want to! Pen is acceptable. All we ask is that it is legible. On a better note, consider using the "Plan-on-a-disk" and save money in filing fees.

How do I know the results?

The AQMD will notify the CEO in writing of program approval or disapproval. The AQMD has 90 days from receipt of the program to make the determination. If you have not been notified by AQMD during that time period, the program is automatically deemed approved.

What happens if I don't file a program?



You don't want to know!

ETC Jargon

The acronyms we love to use!

AQMD = Air Quality Management District
AFV = Alternative Fueled Vehicle
AVR = Average Vehicle Ridership
CARB = California Air Resources Board
CWW = Compressed Work Week
ECRP = Employee Commute Reduction Program
EPA = Environmental Protection Agency
ETC = Employee Transportation Coordinator
HOV = High Occupancy Vehicle
SOV = Single Occupant Vehicle
TMA/TMO = Transportation Management Association/Organization
TDM = Transportation Demand Management

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